WHAT IS CLAIMED IS:

1   1.   A method, comprising:

2   receiving, from at least one server, content information having an

3   embedded tag;

4   displaying the content information;

5   receiving a command to terminate displaying the content

6   information;

7   calculating an amount of time from the displaying the content

8   information until the receiving a command to terminate displaying the

9   content information;

10   sending, to the at least one server, a termination signal, tag

11   information associated with the tag, and the calculated amount of time.

1   2.   The method of claim 1, wherein the tag information includes an

2   information identifier.

1   3.   The method of claim 1, wherein the tag includes a client identifier.

1   4.   The method of claim 1, wherein the tag information includes a

2   server identifier.

1   5.   The method of claim 1, wherein the content information includes a

2   web page.

1   6.   The method of claim 1 further comprising displaying at lease one

2   user-specified subset of the received content information as specified by

3   an aggregation engine.

1   7.   The method of claim 6, further comprising sending, to the server,

2   data corresponding to the at least one subset.

1   8.   The method of claim 6, wherein the at least one user-specified

2   subset is displayed at user-specified coordinates.

1   9.   A machine-readable medium having stored thereon instructions to:

2   receive, from at least one server, content information having an

3   embedded tag;

4   display the content information;

5   receive a command to terminate displaying the content

6   information;

7   calculate an amount of time from the displaying the content

8   information until the receiving a command to terminate displaying the

9   content information;

10   send, to the at least one server, a termination signal, tag

11   information associated with the tag, and the calculated amount of time.

1   10.   The machine-readable medium of claim 9, wherein the tag

2   information includes an information identifier.

1   11.   The machine-readable medium of claim 9, wherein the tag

2   information includes a client identifier.

1   12.   The machine-readable medium of claim 9, wherein the tag

2   information includes a server identifier.

1   13.   The machine-readable medium of claim 9, wherein the content

2   information includes a web page.

1   14.   The machine-readable medium of claim 9 further comprising an

2   instruction to display at lease one user-specified subset of the received

3   content information as specified by an aggregation engine.

1   15.   The machine-readable medium of claim 14, further comprising an

2   instruction to send, to the server, data corresponding to the at least one

3   subset.

1   16.   The machine-readable medium of claim 14, wherein the at least

2   one user-specified subset is displayed at user-specified coordinates.

1   17.   A system, comprising:

2   means for receiving, from at least one server, content information

3   having an embedded tag;

4   means for displaying the content information;

5   means for receiving a command to terminate displaying the

6   content information;

7   means for calculating an amount of time from the displaying the

8   content information until the receiving a command to terminate

9   displaying the content information;

10   means for sending, to the at least one server, a termination signal,

11   tag information associated with the tag, and the calculated amount of

12   time.

1   18.   A method, comprising:

2   receiving, from at least one server, content information having an

3   embedded tag;

4   displaying the content information;

5   receiving a command to terminate displaying content information;

6   calculating an amount of time from the displaying the content

7   information until the receiving a command to terminate displaying the

8   content information;

9   sending, to a second server, a termination signal, tag information

10   associated with the tag, and the calculated amount of time.

1   19.   The method of claim 18, wherein the tag information includes an

2   information identifier.

1   20.   The method of claim 18, wherein the tag information includes a

2   client identifier.

1   21.   The method of claim 18, wherein the tag information includes a

2   server identifier.

1   22.   The method of claim 18, wherein the content information includes

2   a web page.

1   23.   The method of claim 18 further comprising displaying at lease one

2   user-specified subset of the received content information as specified by

3   an aggregation engine.

1   24.   The method of claim 23, further comprising sending, to the second

2   server, data corresponding to the at least one subset.

1   25.   The method of claim 23, wherein the at least one user-specified

2   subset is displayed at user-specified coordinates.

1   26.   A machine-readable medium having stored thereon instructions to:

2   receive, from at least one server, content information having an

3   embedded tag;

4   display the content information;

5   receive a command to terminate displaying content information;

6   calculate an amount of time from the displaying the content

7   information until the receiving a command to terminate displaying the

8   content information;

9   send, to a second server, a termination signal, tag information

10   associated with the tag, and the calculated amount of time.

1   27.   The machine-readable medium of claim 26, wherein the tag

2   information includes an information identifier.

1   28.   The machine-readable medium of claim 26, wherein the tag

2   information includes a client identifier.

1   29.   The machine-readable medium of claim 26, wherein the tag

2   information includes a server identifier.

1   30.   The machine-readable medium of claim 26, wherein the content

2   information includes a web page.

1   31.   The machine-readable medium of claim 26 further comprising an

2   instruction to display at lease one user-specified subset of the received

3   content information as specified by an aggregation engine.

1   32.   The machine-readable medium of claim 31, further comprising an

2   instruction to send, to the second server, data corresponding to the at

3   least one subset.

1   33.   The machine-readable medium of claim 31, wherein the at least

2   one user-specified subset is displayed at user-specified coordinates.

1   34.   A system, comprising:

2   means for receiving, from at least one server, content information

3   having an embedded tag;

4   means for displaying the content information;

5   means for receiving a command to terminate displaying content

6   information;

7 means for calculating an amount of time from the displaying the

8 content information until the receiving a command to terminate

9 displaying the content information;

10 means for sending, to a second server, a termination signal, tag

11 information associated with the tag, and the calculated amount of time.

1 35. An apparatus, comprising:

2 a timer capable to measure elapsed time between receiving content

3 information and receiving a command to terminate viewing the content

4 information;

5 a client engine, communicatively coupled to at least one server and

6 to the timer, capable to receive, from the at least one server, the content

7 information, the content information having an embedded tag; display

8 the content information; receive a command to terminate displaying the

9 content information; and sending, to the at least one server, a

10 termination signal, tag information associated with the tag, and elapsed

11 time, as measured by the timer, from receiving the content information to

12 receiving the termination signal.

1 36. The machine-readable medium of claim 35, wherein the tag

2 information includes an information identifier.

1 37. The apparatus of claim 35, wherein the tag information includes a

2 client identifier.

1   38.   The apparatus of claim 35, wherein the tag information includes a

2   server identifier.

1   39.   The apparatus of claim 35, wherein the content information

2   includes a web page.

1   40.   The apparatus of claim 35, further comprising an aggregation

2   engine capable to aggregate subsets of content information from a

3   plurality of websites.

1   41.   The apparatus of claim 40, wherein the client engine is further

2   capable to send, to the at least one server, information identifying

3   subsets of content information viewed.

1   42.   The apparatus of claim 35, wherein the client engine is further

2   capable to send, to a second server, a termination signal, tag information

3   associated with the tag, and elapsed time, as measured by the timer,

4   from receiving the content information to receiving the termination

5   signal.